**Verbal And Visual Messages In Weekly “*Voice*” Cover**

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***Abstrak***

*Pembahasan dalam penelitian ini bertujuan untuk menggambarkan jenis makna dan fungsi yang ada di sampul buklet dari "VOICE",serta menganalisis pesan verbal dan visual yang disajikan di sampul buklet "VOICE". Data penelitian ini diambil dari "VOICE" buklet mingguan. Studi ini dilakukan dan diselesaikan dengan menggunakan studi pustaka. Data diambil dengan mengumpulkan sampul buklet dalam beberapa minggu dan pencatatan. Metode penelitian dalam penulisan ini dapat digolongkan sebagai metode kualitatif, dalam menganalisis data setiap sampel dianalisis menggunakan 2 teori, yaitu teori makna dan fungsi oleh Leech (1974) dan struktur wacana oleh Van DJik. Berdasarkan hasil analisis, dari lima data, ditemukan tiga data yang memiliki arti afektif; juga ditemukan empat data yang memiliki fungsi estetika. Tentang pesan verbal dan visual, apa yang ditulis oleh penulis dalam bentuk pesan visual sesuai dengan apa yang telah dijelaskan oleh penulis dalam bentuk pesan verbal. Dapat disimpulkan bahwa pesan visual yang sempurna didukung oleh pesan verbal, yang membuat pembaca tertarik untuk membaca atau melihat buklet ini.*

*Kata kunci: pesan verbal dan visual, maknadanfungsi, buklet*

1. **Background of the Study**

Language plays a great part in our life. It has an important role in societies (Bloomfield 1979:3). There are various ways in using language, for example, using language on a booklet cover. The important things in booklet cover are the text and picture or color. Use evocative words that drive readers to perform an action after reading the booklet, such as enquiring about your product, donating towards a cause or signing up for a subscription. Otherwise, using color on booklet design will help make it stand out from others. People tend to respond to colors much faster than plain text.

In order for thebooklets to effectively communicate the desired message, we need to have a good cover booklet design. Whether the booklets aim to inform, educate or promote, compelling booklet design is what captures the attention of the target audience, and it enables them to process important information contained within the booklet. So, that is why verbal and visual messages are important in booklet cover because they can attract the reader to read it.

Here, “VOICE” is the Christian weekly booklet, which functions to inform. That booklet is a Christian organization’s booklet that consists of verbal and visual massages.

1. **Problems of the Study**
2. What are the types of meaning and function of verbal and visual messages in weekly “VOICE” cover?
3. What are the messages presented in weekly “VOICE” cover?
4. **Aims of the Study**

Related to the problems, there are two aims of this study; they are:

1. To describe the types of meaning and function of verbal and visual messages in weekly “VOICE” cover.
2. To analyze the messages presented in weekly “VOICE” booklet cover.
3. **Research Methods**
	1. **Data Source**

The data of this study were directly taken from the weekly “VOICE” covers that contain verbal and visual messages. They are regularly published every week with different pictures and titles. The data consists of 5 weekly booklet covers that contain verbal and visual messages.

* 1. **Methods and Techniques of Collecting Data**

The data were collected through library research. In this process, five booklet covers were chosen in the weekly “VOICE” brochure in year 2014 because this year the booklet is not published anymore. The methods of collecting data were observation and note taking.

* 1. **Methods and Techniques of Analyzing Data**

The data were collected using the qualitative method. In analyzing the data, every sample was analyzed based on meaning and function that exist in the weekly “VOICE” cover using the theory of Leech (1974). For the message of the weekly “VOICE” cover, the data were analyzed by focusing on describing the discourse structure in verbal and visual by Van Dijk (1983)

1. **Result and Discussion**

Data analysis is an in-depth analysis of booklet cover; it analyzes the types of meaning and function. The analysis includes three stages; they are the analysis of the superstructure analysis, microstructure analysis, and macrostructure analysis.

**5.1 Booklet Cover 1**

**5.1.1 The Types of Meaning and Function**

1. **Meaning**

Based on Leech (1974) this booklet contains of affective meaning; he states that affective meaning is the meaning which reflects the personal feeling of the speaker, including his attitude to the listener, or his attitude to something he is talking about. The type of meaning of this data is affective meaning, because it shows the six men who carry the tools and are ready to get work with a team. Also, the speaker wants to reflect the feeling to the reader to do team work or work together as a team.

**2. Function**

This booklet contains directive function; this function is to influence the behavior or attitudes of others. The title of this booklet is “Team Work” which has a directive function because the writer gives an attitude and behavior to the reader about the team work, how the teamwork creates higher quality outcomes that are more efficient, thoughtful, and effective, as well as faster.

**5.1.2 Superstructure Analysis in Booklet Cover 1**

Based on the booklet cover 1, this VOICE covers consist of 5 structures, there are headline, illustration, body copy, signature line, and standing details.

|  |  |
| --- | --- |
| Component | Structure |
| Headline | TEAM WORK |
| Illustration | There are six icon of a men who wearing different uniform in color. Icon of six men appeared fully dressed like a builder. |
| Body copy | 04 Gms news. GMS BALI, JEMURSARI, BARAT10 Lulus. KesaksianElysa Emmy M., Jemaat GMS Surabaya11 Hearing loss. Rick Warren |
| Signature line | Voice. 09.02.14 |
| Standing Details | 2014 ‘THEYEAR OF MATURITY & MULTIPLICATION |www.gms.or.id |

**5.1.3 Microstructure Analysis**

As described earlier, microstructure analysis is the analysis of textual element. Textual analysis is divided into two stages of analysis. The first analysis is the analysis of the verbal element and the second is the analysis of non-verbal/ visual elements.

a. Verbal Analysis

On cover 1, the verbal element is displayed in the table below in superstructure elements; there are headline, body copy, signature line, and standing details.

1. In the headline, written "TEAM WORK", this is the name of the booklet cover.
2. There are 3 body copy of this booklet; first, 04 gms news, it is explained in page 4 of this brochure; there is a news of gms. Second, 10 ‘lulus’ by Elysa Emmy M, on page; 10 in this booklet there is a story with ‘lulus’ as a title written by Elysa Emmy M. Third, 11 ‘hearing loss’, that story on page 11 with title ‘hearing loss’ written by Rick Warren.
3. VOICE is the name of the signature line of this booklet with the date below 09.02.14.
4. The standing detail shows the website of this booklet, [www.gms.or.id](http://www.gms.or.id).
5. Visual Analysis

There are six icons of men who are wearing different uniforms in color. The Icons of six men appear fully dressed like a builder. Each of them is carrying different building tools. The first man is wearing blue cloth and blue helmet as well a screwdriver. The second man is wearing white cloth and white helmet; he smiles and folds his hands. The third man is wearing green cloth and green helmet. The fourth man is wearing yellow cloth and yellow helmet; he is smiling and carrying hose. The fifth man is wearing purple cloth and purple helmet, he is smiling and carrying screwdriver. The sixth man is wearing orange cloth and orange helmet; he is carrying a long hammer. In this cover 1, the six builder look happy and they are carrying each tool, they look happy when they work together.

**5.1.4 Macrostructure Analysis**

As described before, macro structure is global or general meaning of a text that can be understood by looking at the topic of a text. In the headline of this cover 1, the word “TEAMWORK” means that people will try to cooperate, using their individual skills and providing constructive feedback, despite any personal conflict between individuals.When a team works well together as a unit they are able to accomplish more than the individual members can do alone. So, through the theme of cover 1 the author encourages the reader to get to work in teamwork in any case. Because teamwork creates the higher quality outcome that are more efficient, thoughtful, and effective, as well as faster

**5.1.5 Colors and Its Meaning**

|  |  |
| --- | --- |
| **Illustration** | **Colors and Its Meaning** |
| Pencil color case with red color | Red symbolizes action, warmth, power. |
| First man with blue cloth and blue helmet | Blue represents wise, loyal, and trustworthy. |
| Second man with white cloth and helmet | White symbolizes purity, cleanliness. |
| Third man with green cloth and helmet | Green is a color that soothes people, reduces pain, and makes us feel safe. |
| Fourth man with yellow cloth and helmet | Yellow represents cheerful, playful, and easygoing. |
| Fifth man with purple cloth and helmet | Purple is associated with royalty. |
| Sixth man with orange cloth and helmet | Orange improves mental clarity, promotes warmth and happiness. |
| Brown background | Brown is a reliable, strong, mature, and comfortable color. |
| The word “TEAM WORK” with white color | White symbolizes purity and cleanliness, |

1. **Conclusion**

It was found that the verbal and visual messages are related to each other. The presentation of the visual messages is appropriate to the verbal messages which make the readers interested in seeing or reading the booklet. The relationship between verbal and visual messages will help the readers to understand and figure out the messages of the booklet cover ‘VOICE’.

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